

profiles that include verified information to supplement purchaser-supplied information, as recited in the claim.

Regarding independent claim 5, Applicant is unable to find, among other things, in the LeMole et al. and the Dedrick references, either a showing or suggestion of a plurality of potential purchaser profiles that include both purchaser-supplied information and verified information to supplement the purchaser-supplied information, as recited in the claim.

Regarding independent claim 12, Applicant is unable to find, among other things, in the LeMole et al. and the Dedrick references, either a showing or suggestion of a plurality of potential purchaser profiles that include both purchaser-supplied information and verified information to supplement the purchaser-supplied information, as recited in the claim.

Regarding independent claim 21, Applicant is unable to find, among other things, in the LeMole et al. and the Dedrick references, either a showing or suggestion of a plurality of potential purchaser profiles based at least in part on information not directly supplied by the purchasers for presentation to at least one potential advertiser of goods or services, as recited in the claim.

Regarding independent claim 24, Applicant is unable to find, among other things, in the LeMole et al. and the Dedrick references, either a showing or suggestion of assembling a plurality of potential purchaser profiles based on information from the potential purchasers and on verified information from at least one other source, as recited in the claim.

Regarding independent claim 28, Applicant is unable to find, among other things, in the LeMole et al. and the Dedrick references, either a showing or suggestion of assembling a plurality of potential purchaser profiles based in part on purchaser-supplied information, and adding information not directly supplied by the purchasers to the purchaser profiles, as recited in the claim.

Regarding independent claim 32, Applicant is unable to find, among other things, in the LeMole et al. and the Dedrick references, either a showing or suggestion of a plurality of potential purchaser profiles including both purchaser-supplied information and verified information to supplement the purchaser-supplied information, and a presentation of the

specified commercial messages in conjunction with the delivery of content to a purchaser display unit of a potential purchaser identified as suited, as recited in the claim.

As illustrated in Figure 2 and stated at Page 18 line 19 to Page 19 line 4, for example, verified profile information is valuable to a seller. For example, verified information can be used to qualify potential purchasers. The difference between user-supplied profile information and verified information can be seen in the following example. It is one thing for a person to say that they are interested in luxury cars, and another thing to be seriously interested as a qualified purchaser. Anyone can be interested in luxury cars, and in fact many follow the subject of luxury cars as a hobby in magazines and the like, without ever being likely to purchase one. Such persons can click on luxury car web sites without having any ability or real interest in buying one.

Verified profile information verifies and supplements user-expressed interests using, for example, behavioral and factual information. In various embodiments, verified information includes third party verification information. In various embodiments, verified information includes self-verification information. Third party verification information and self-verification information are disclosed in the specification at least at Page 29 line 19 to Page 20 line 10. In the luxury car example, records of having purchased and registered a certain type of car, records of how old it is, together with financial information, would provide a much more accurate, and thus valuable, profile for advertisers.

PRELIMINARY AMENDMENT

Serial Number: 10/076,903

Filing Date: February 14, 2002

Title: A METHOD AND SYSTEM FOR DELIVERY OF TARGETED COMMERCIAL MESSAGES

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Dkt: 1438.001US2

Applicant respectfully requests consideration and allowance of the claims at least for the above-identified reasons.

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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: Commissioner of Patents, Washington, D.C. 20231, on this 18th day of October, 2002.

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